



## BRICKSTREAM TrafficIQ™

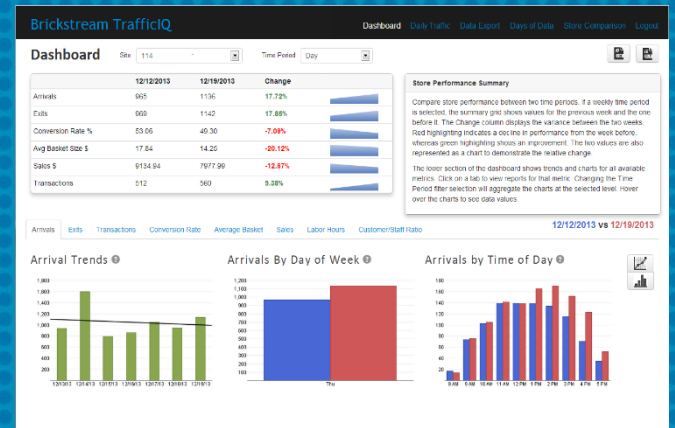
TrafficIQ provides analysis of traffic data for individual stores and across multiple store locations, regions and the entire chain including: people counting at the door; sales conversion; store performance; and customer-to-staff ratios. Real-time, historical and trend reporting across the chain and for each store provides store managers, in-store staff, regional/district managers and executives the rich information they need to make decisions and improve performance.

### HOW IT WORKS

TrafficIQ analyzes the data from multiple in-store Brickstream® smart devices, the industry's most accurate intelligent edge device for capturing and analyzing behavior in physical spaces. Each Brickstream smart device collects and analyzes in-store behavior data for its field of view, such as an entrance or a department. All the Brickstream smart devices in each store send their metrics over an IP network to the BehaviorIQ® platform. TrafficIQ, and other BehaviorIQ applications, access the data in the BehaviorIQ datawarehouse to provide metrics, dashboards and reports to support specific business functions. TrafficIQ delivers data critical for optimizing labor, service delivery and sales conversion.

Brickstream smart devices use our proprietary, patented path tracking system to track individuals in the physical environment where the device is installed. Our 3D stereo vision analytics allow us to measure height and mass so we can accurately distinguish people from objects and adults from children at to identify and track shopping units. Our path tracking, advanced analytics and 3D stereo vision technology together make our intelligent edge devices the most accurate in the industry. Brickstream smart devices also path link, which allows tracking people across the fields of view of multiple Brickstream smart devices. This contiguous tracking allows us to monitor large areas including wide doorways, aisles and queues, and to monitor dwell time and behavior across an entire environment. Accurate data collection is a necessary first step to behavior analytics.

Brickstream's solution combines intelligence at the edge with intelligence in the cloud for a complete behavior intelligence solution.



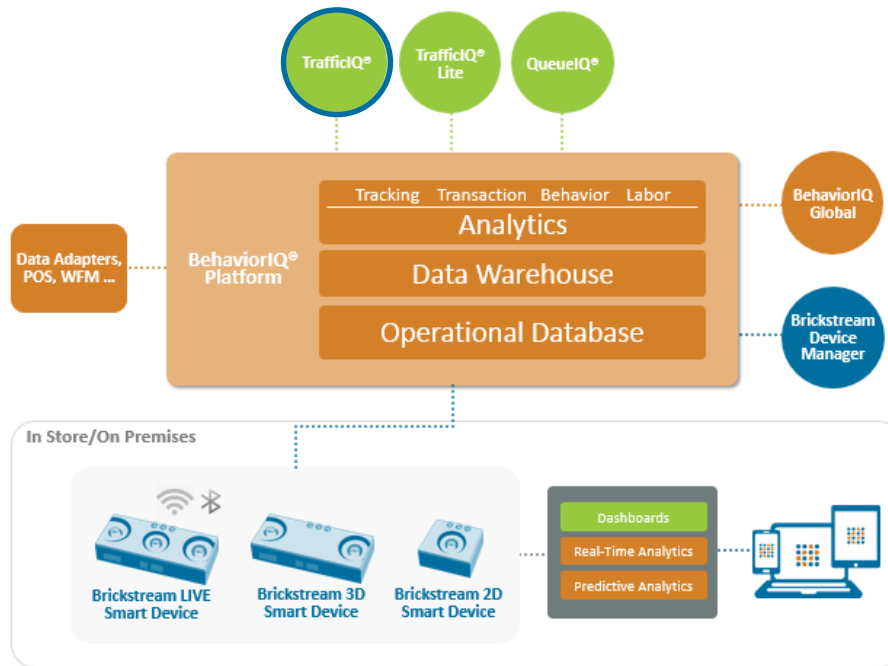
Superior accuracy  
Analytics beyond people counting

### KEY FEATURES

- Chain wide tracking and reporting:
  - Sales conversion
  - Store performance
  - Occupancy
  - Arrivals
  - Exits
  - Pass bys
  - Customer-to-staff ratios
- Identifies shopping units / groups
- Separates adults from children

### ADVANTAGES

- Intraday, historic and trend views of traffic. Reports at the store, region, chain level
- Helps improve performance of stores
- Helps improve service levels
- Helps optimize labor
- Integrates with workforce management to allow staffing to actual customer demand



Windows Server 2008 or later (Application Server and Report Server)	<ul style="list-style-type: none"> <li>• Minimum 2GBytes of memory (dependent upon number of Brickstream 3D devices)</li> <li>• Minimum 100GB Hard drive</li> <li>• Minimum 3.2 GHz Dual Core Xeon</li> </ul>
Windows SQL Server 2005 or later (Database Server)	<ul style="list-style-type: none"> <li>• Minimum 2GBytes of memory (dependent upon number of Brickstream 3D devices)</li> <li>• Minimum 500GB Hard drive</li> <li>• Minimum 3.2 GHz Dual Core Xeon</li> </ul>
Browser Dashboards (Management Console)	<ul style="list-style-type: none"> <li>• IE 7 or later</li> <li>• Mozilla Firefox 6 or later</li> <li>• Chrome version 4 or later</li> </ul>

**ABOUT BRICKSTREAM®**

Brickstream is a leading provider of behavior intelligence solutions for understanding human behavior in the places where people shop, gather, work and play. Brickstream’s technology intelligently captures and analyzes data related to the actions of people as they enter, move through and exit an environment, delivering the equivalent of clickstream analytics for the brick-and-mortar world and surveillance to improve security. Premier retailers, grocery chains, hospitals, banks and others use Brickstream to understand more about their customers and visitors, and draw on the insight gained to enhance customer service, optimize resources, reduce loss, enhance security and maximize economic opportunities. Headquartered in Atlanta, Brickstream has the largest installed base of 3D analytics smart devices worldwide, a global network of partners, and regional offices in Europe and Asia.

For more information, email us at [info@brickstream.com](mailto:info@brickstream.com) or call 1-866-BRICKSTREAM.